

*Your Home & the
Interior Decorator*




F-SCHUMACHER & CO.

✓ AVERY LIBRARY
COLUMBIA UNIVERSITY

Your Home & the Interior Decorator

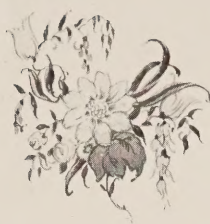


*An
Expert Service
that Costs
You Nothing*

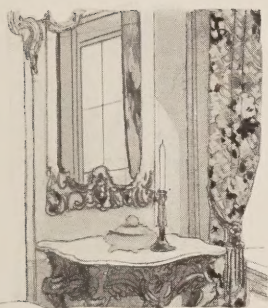


Copyright, 1925
F. Schumacher & Co.

Digitized by the Internet Archive
in 2023 with funding from
Columbia University Libraries



The Home with Personality Depends on Taste Not Money



CHARM is an elusive quality. It may escape the most complete and expensively carried out Louis Quatorze Salon, to be captured by some cottage sitting room with rockers and rag rugs! It is something which is almost impossible to translate or define, for it has to do with personality. That is why we are so often chilled by the very splendor of houses that we feel are lacking in individuality; while others that we know, boasting few things of real intrinsic value, fill us with joy every time we cross the threshold.

Yet the delightful touches which give a room charm and distinction are seldom achieved by happy accident. They are rather the outgrowth of cultivated taste. Money alone is helpless. It is far more likely to betray than to bless any interior planned without the aid of some well-trained appreciation of what constitutes a successful room.

Creating a lovely, livable room is a matter of trained judgment. That subtle impression of good taste which makes itself felt in certain homes is not the result of chance. That sense of "rightness" which comes in a living room you know, is not accidental.

If you are aware of a feeling of beauty and repose, it is because the room was composed as expertly as a piece of music, with everything suited to its use and in its own proper scale.

The Economy of a Trained Judgment to Solve Your Decorative Problems

WHEN you analyze the magic of delightful rooms, you find it is the essential harmony of all the details which pleases you. It is not the beauty of the individual pieces—of splendid cabinets, seductive chairs and admirable little tables; nor of the room itself—its proportions, its walls, its fireplace and fixtures. All these details, however lovely in themselves, fail to create a pleasing impression unless they are all related as parts of a well-planned whole.

Confronted by some decorative problem, the woman of the house quite frequently attempts to make her own changes without really analyzing the necessity for them. As a result, she incurs an outlay of time and expense which a little expert guidance will enable her readily to avoid. It is as discouraging as it is wasteful to proceed without a clearly developed plan or with a plan that is not quite right.



Beautiful fabrics offer the skillful decorator possibilities for contrasts of color, or of texture as in the case of this lustrous velvet and rich printed linen



The trained decorator knowing how people lived in those splendid days of the Renaissance when fabrics were in great favor, knows how to make the most of this stately Schumacher damask of crimson and gold

For very few of us can, by ourselves, realize the full possibilities of even one room because we have not been trained to do so. It requires not only sure taste but experience, combined with the knowledge of decorative crafts and values. It is not only that we have to know how to live and how people have lived in great and beautiful times in the past, but we must be able to translate our way of life into the terms of a room and its furnishings, even to the upholstery of a sofa, or the finish of a curtain.

Those who have this knowledge and taste often are able to develop

charmingly decorated homes. But it takes so much time, so much worry that most women prefer to consult a specialist on their decorating problems as they do on the other technical questions of dress and living. Your decorator offers you expert advice and service at no additional cost over what you would spend if you were to supervise all the details yourself. Contrary to general opinion, it usually costs less to work with the help of a specialist in home furnishings than to make one's plans and purchase independently.

It is always a pleasure to consult with interior decorators, those men and women whose forte is the creation of beauty in our homes. Experience and training enables the decorator to quickly appreciate your problems and offer many resourceful ways of solving them. He (or she) knows how to make your small room look larger—how to turn a puzzling corner into a delightful feature of the room. A slight rearrangement or the omission of one or two pieces not in keeping with the general effect may be all that is necessary to put your living room or bedroom into the key of perfect taste.

But before you eliminate the old or add the new, avail yourself of a guide. Consult your decorator. Just as the architect helps you with your building plans, the decorator will help with your furnishings. Whatever the size or the elaborateness of your house, your interior decorator can help you with it. In reality, the more modest the house and the more necessary the practice of economy in spending, the more valuable competent decorators can be. Under their expert guidance there are no false starts, no doing over of the job once done. The decorator not only knows by experience what to avoid but also how to obtain the desired effect in the most economical manner



The decorator knows how to make your small room look larger, how to turn a puzzling corner into a delightful feature of the room. Just as the architect helps you with your building plans, the decorator will help with your furnishings

Why a Decorator Makes No Charge for his Services

IT IS quite possible to give your home just the look you have always wanted it to have. You may not know what is wrong with it as it now is; you may not know exactly how to go about building a new scheme that more charmingly expresses yourself, but your decorator does. The aid and advice of an expert are at your command for no greater outlay than would be necessary if you were doing your own planning.

The decorator asks no fee for his services. Every business establishment renders you a certain amount of service in its dealings with you. Whether it be automobiles or banking, expert advice and knowledge are available for your guidance. Thus when you call in a decorator to help you in furnishing your home or any single room in it, he places at your disposal the experience and skill that are the integral parts of his profession.

At the same time you are purchasing draperies and furnishings, you are



Among the patterns being reproduced today from the famous Toiles de Jouy, executed at the end of the 18th century, there are none more delightful than this rather typical design reminiscent of Marie Antoinette and her life at the Petit Trianon.

Such interesting prints usually are obtainable only through the decorator

receiving the most up-to-date suggestions for their use. Correct making and hanging are just as important for successful curtains as good tailoring is to clothes. Either, without the professional touch, is apt to look home-made, and fine fabrics deserve better than that.

THE primary function of the decorator is not to spend more of your money, but to see that for every dollar spent you get the utmost in value. You yourself may buy certain things that you will eventually discard or want to discard. The experienced decorator will avoid such experiments, and totals of just such things reach astonishingly large amounts.

Through his experience the decorator knows just where and how to distribute expense—what proportion to allow for each detail. He will submit

an estimate of the cost of a given plan before making any expenditures. The cost of the entire scheme is subject to your approval. If he has a clear field and can purchase everything new from the start, the advantage is obvious. If, on the other hand, his task is to make new rooms from old, to eliminate what has lived past its usefulness and restore the beauty of the best things by a carefully planned setting, his aid is even more necessary.

And he knows where to buy and how much things should cost. Through your decorator you can obtain draperies, furniture and accessories you could not find elsewhere. Because of these services the time has come when the interior decorator is no longer in the luxury class but is generally regarded as a necessity. That is why so many delightful homes today are done with the assistance of a decorator.



The soft rich hues of this typical Schumacher chair covering show that tapestry can use color more profusely than textiles of any other kind



*M*ANY of the finest fabric designs found in museums and great private collections are today being reproduced at prices that bring them within reach. Splendid tapestries, lovely brocades and damasks, fascinating printed linens—rarely found when you are doing your own shopping—are easily procured through your decorator

The Decorator Knows Where to Find Just the Right Thing

THE good decorator does not impose his (or her) own ideas upon you but works with you to create a background of taste and individuality. By expressing your character in terms of wood and glass and textiles, he creates an interior that is distinctive of you alone. With his knowledge and discernment, he is usually able to picture a charming setting for your personality better than you yourself can. The very intimacy of your attachment may blind you to the possibilities your home offers. He avoids the stereotyped and seeks the unusual—the something different that makes your room utterly your own. To do this he must know the entire wholesale market. He must keep in mind all kinds of information pertaining to furnishings. Where you know a few places from which to buy, he knows literally hundreds. The decorator is in constant touch with the best ideas both in this country and abroad and is able to apply them to the needs of your home. The new art movements are as familiar to him as the classic styles of the past.

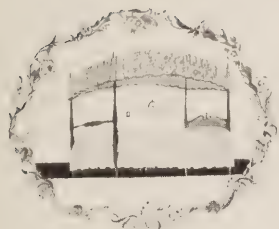
Your decorator has textiles at his fingers' ends. The splendid tapestries, the lovely brocades and damasks which will give color and distinction to your living room, the fascinating printed linens to transform your bedroom—so rarely found when you are doing your own shopping—are easily procured through your decorator. Many of the finest designs in museums and great private collections are being reproduced today at prices which bring them within your reach. You can call him in to help you with your entire home, a single room, or just the curtaining of a difficult window. No part of making a delightful interior is too small to interest a decorator. His knowledge of shops and materials is all at your disposal.

The decorator avoids the stereotyped and seeks the unusual—



the something different that gives a room marked individuality

The Important Part Color Plays in the Decorative Scheme



COLOR, one of the most important features of a room, is one that is too often neglected. Not that color itself is neglected, but rather its purpose as a decorative element in a room.

Color endows a room with brightness, harmony, a sense of sheltered brilliance or vivacity.

The effects attained by the skillful use of color are not dependent upon richness of material; printed fabrics may contribute color as effectively as rare brocades.

Any room, however simple, can have the charm and loveliness of color. When deciding on the colors to be used in a room, the first question is whether the room is to be bright or somber, gayly stimulating or quietly restful.

There are many ways in which color can be brought out. The draperies, carpets, furniture coverings, pictures and lampshades—all stand ready to accent the desired note. A room may have the richness and elegance of the Italian Renaissance, or be monastic in its simplicity, and yet have color expressed in great masses or in a few deft touches, as its dominant note.

Every decorator takes into consideration the psychological effect of the color scheme he is using but the woman who decorates for herself is apt to be carried away by her emotions when she chooses. Because she “just loves” blue, she does not stop to think of its effect upon the size, the lighting, the whole atmosphere of her room!

Yet she is entitled to the colors she likes. Every woman has the right to be pretty in her own home. So the decorator first of all plans a color scheme as a background for the mistress of the house. Rooms may be rich in color—calmly dignified or brilliant with contrasts—but the colors must be becoming.

Textiles play an important part in the problem of color. The same color has different qualities depending upon the material in which it is found. Velvets, satins, taffetas and rep dyed the same hue, have very different values in the color scheme. Contrasts of materials may be happily employed as well as contrasts of color.



This velours de Gênes is a happy example of contrasts of texture developed in a single fabric. Here the beautiful pattern in rich blue and harmonizing shades of rose velvet contrasts delightfully with the soft, warm, cream satin ground

The competent decorator understands and thinks in the language of color. Hues, shades, textures—to him—they all are important, for he understands and makes use of them all when occasion requires. Talk over your color problems with him. With his knowledge, his subtle appreciation and sensitiveness to color, he quickly corrects the colors that are out of key and helps you to develop to completion the color scheme that you timidly or unconsciously fail to carry out.

Planning Your House So It Will Not Be Out-moded in a few Years

IF you are an expert on color and form, and have been able to keep up with decorative modes, you will have every reason to feel complacent about your home. But perhaps the things you are so used to seem a little out of date to other people? Do the draperies, or the walls, or the whole ensemble proclaim the year when you last decorated?

Discerning women prefer to consult an interior decorator as the quickest, most practical way of creating the modern background they desire. In this way they avoid the *passé* and the "home-made" effects which can be brought about by very slight errors. In planning your costumes you seek the most expert advice you can get because you wish particularly to know what is smart, what is correct. A decorator bears the same relation to your house that the



Old English crewel work inspired the design of this embroidered linen



A charming example of modern design is this gayly colored cretonne

couturier does to your costumes—for styles in furnishings change much more slowly but just as surely as they do in clothes! Yet the scheme that the decorator builds for you rests upon solid foundations of good taste. The furniture that is really beautiful today will still be beautiful after decades of use. From year to year styles may change in the accessories, the supplementary details of decoration—but the underlying plan of furnishing never “goes out”.

For it is only the superficial in decoration that is subject to the tyranny of fashion. The competent decorator is quick to distinguish between the passing fad of the day and the significant new developments in modern art. You need not fear that the effect achieved by the decorator this season will be out of style next year or years later. For he will plan furnishings, not for a season, but for a lifetime, if you wish it. But do not confuse the collector and the decorator! To the collector—like the museum—the age of a piece of furniture may render it priceless. To the decorator, it is of less importance. For domestic purposes he considers primarily use and beauty! For daily use, reproductions of beautiful fabrics and furniture are as satisfying as the originals, if they faithfully adhere to the beauty of design and of workmanship. So your decorator helps you to select those things which contribute to your aesthetic enjoyment and grow more precious with the passage of time.



Courtesy of The Metropolitan Museum of Art

The scheme that a decorator builds for you rests upon solid foundations of good taste. Beautiful furnishings will still be beautiful after long use as this room from the Powell House (now at the Metropolitan Museum of Art, New York) bears witness

The Time and Money That a Decorator Saves You in Creating a Beautiful Home



THERE is another great advantage to be gained from using a decorator. You are spared the fatigue of shopping, the possible annoyance of paying more than the actual value of things, the disappointment of not finding what you particularly want!

In selecting draperies, for example, instead of choosing from thousands of different fabrics in a large importer's stock, your decorator does most of the eliminating for you, taking from your shoulders the burden of weary searching for what you want.

He offers you perhaps a dozen samples, chosen with the skill of long experience, which most nearly meet your requirements. Yet the actual selection rests in your own hands.

In the same way when he is working out the furnishings of a room, the decorator usually submits two or three different schemes. If you do not happen to like any of his suggestions, he tries to find out just what you do want and presents still other schemes for your approval.

To interpret your own individuality and to translate your attitude toward life into the fabrics and furniture of your daily life is the decorator's problem and privilege.

For the decorator most of all wants you to feel at home in your own house. Every commission he undertakes becomes an advertisement of his service. If you were not pleased with his work, it would be more unfortunate for him than for you, for he would lose the future work that might come to him from you and your friends.

It is quite illuminating and also somewhat terrifying to realize how much there is of planning and detail to the furnishing of even the simplest room. Why not substitute the suggestions of your decorator for the worry, the wear and tear of shopping? For decorators know how to give your home the finished look that usually is achieved only by the tedious and careful selection of details.

F-SCHUMACHER & CO.

*Importers, Manufacturers and Distributors to the Trade only
of Decorative Drapery and Upholstery Fabrics*



Printed in U. S. A. by:

ROBERT L. STILLSON COMPANY

Color Engravings by:

TRICHROMATIC ENGRAVING COMPANY

